

IELD 2021, 27 May 2021

Easy-to-understand language beyond the written wor(l)d: the challenges of making audiovisual media easy to understand

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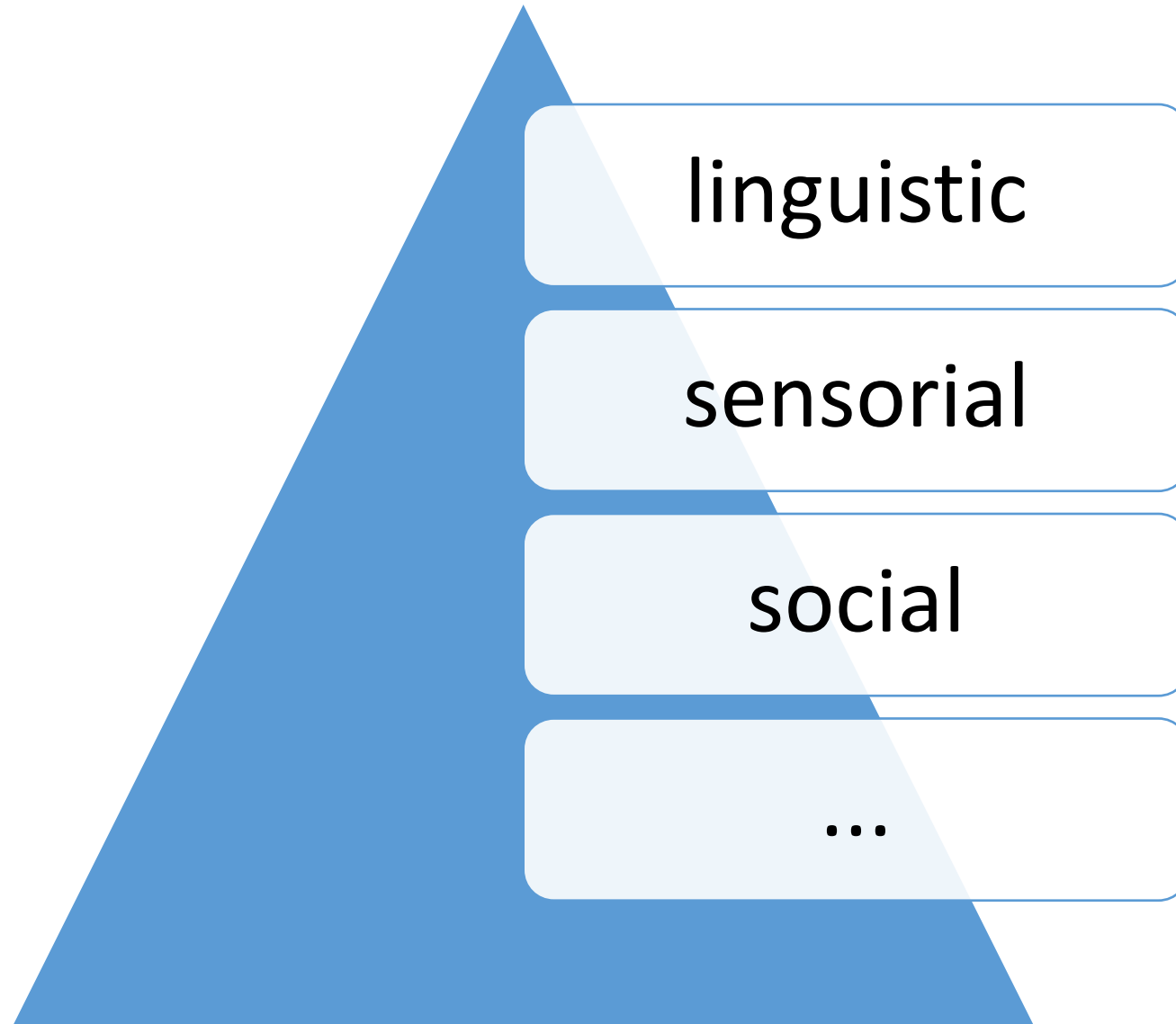
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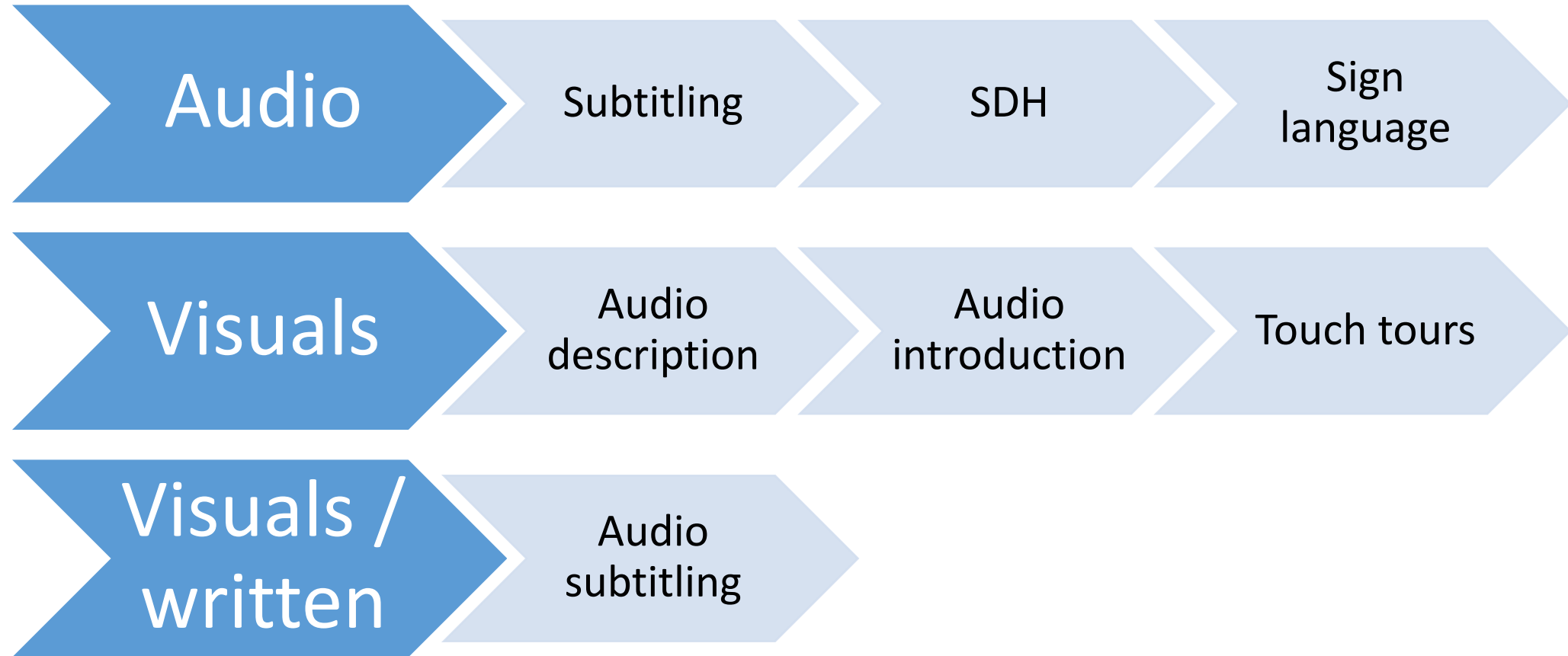
Background

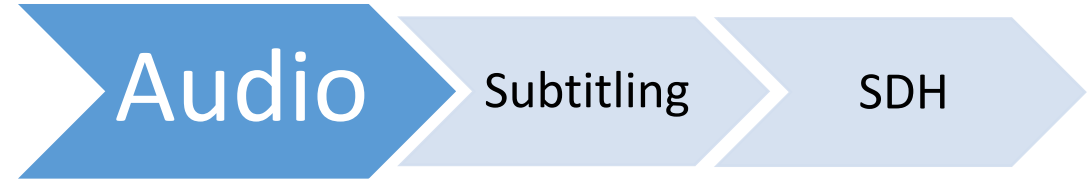


Making audiovisual content accessible



Making audiovisual content accessible





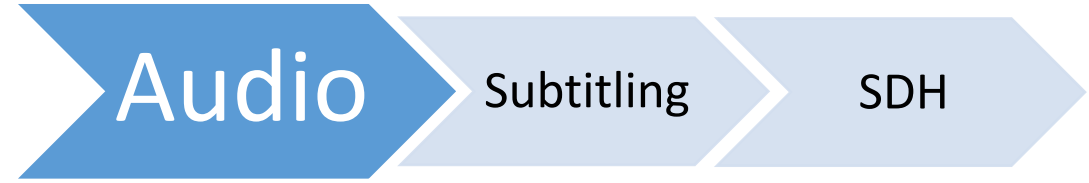
Analogue>Digital >HBBTV> immersive

Subtitling parameters: questionnaires and eyetracking research

“The reception of subtitles for the Deaf and Hard of Hearing in Europe”, edited by Romero-Fresco.

“Listening to subtitles”, edited by Matamala & Orero.

Previous research



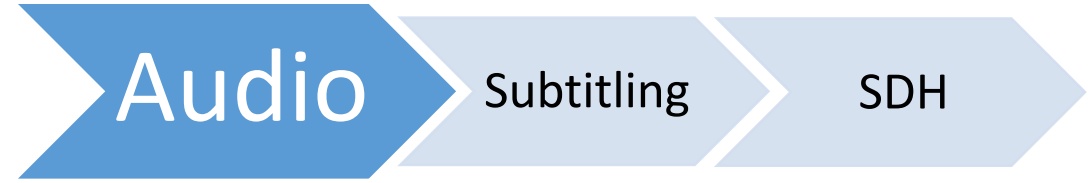
Subtitling parameters in terms of:

- preferences
- comprehension
- viewing patterns

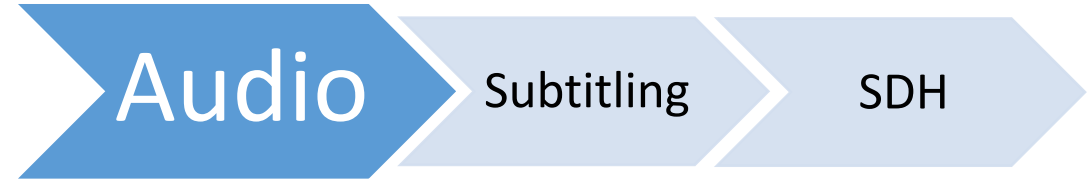
(See [Arnáiz-Uzquiza's PhD](#) and [DTV4ALL](#) deliverable)

Parameters

- character identification
- position on screen
- alignment
- emotions
- sounds
- boxes
- borders
- shadows
- verbatim/standard/edited



Previous research



Further work in HBBTV

- Accessibility guidelines:
<https://pagines.uab.cat/hbb4all/content/accessibility-guidelines>

Innovative work in 360° videos – ImAc ([Agulló's PhD](#))

Personalisation / Customisation

Previous research



- Position of the signer
- Shape and size of the SL interpreter on screen
- Colour and lighting

([Bosch-Baliarda's PhD](#))

- Accessibility guidelines (HBB4ALL)
- Challenges in 360° (ImAc)

Previous research



Audio description:

- Reading speed, intonation, explicitation (Cabeza)
- Information load and distribution (Fresno)
- Text-to-speech versus human-voiced (Fernández-Torné)
- AD in immersive environments, ImAc (Fidyka)

Previous research



Audio subtitling:

- Gonzalo Iturregui-Gallardo (NEA project): dubbing effect versus voice-over effect

Previous research

Knowledge about strategies that enhance:

- subtitling reading and comprehension while enjoying the visuals
- sign language comprehension
- AD comprehension, recall and immersion (presence)
- audio subtitling emotional impact

Beyond the services

How are these access services **created**?

How are these access services **accessed** and **displayed**?

Why this research?

Making content accessible (access, understand, enjoy, feel present/immersed).

Fulfilling user needs (user-centric approach)

Who are the users?

From a medical model...

...to a capability-based model

[Agulló, Matamala, Orero \(2018\)](#)

Into (relatively) new grounds

Easy-to-Read

Pilar Orero: PhD supervision Rocío Bernabé-Caro

Orero & Matamala: collaboration with Spanish standard on Easy-to-Read

Questions

Can we **create** audiovisual content that is easier to understand...

Can we **adapt** audiovisual content so that it is easier to understand...

Can we create **audiovisual access services** that are easier to understand...

...using Easy-to-Read concepts?

A project proposal



UNIVERSITÀ
DEGLI STUDI DI TRIESTE

Universida_{de}Vigo

A project proposal: educational approach



Erasmus + Strategic Partnerships in Higher Education.

2018-1-ES01-KA203-05275

September 2018-August 2021

Main aims: educational

- Define new professional profiles (“easy reading” and audiovisual content)
- Define their skills.
- Develop training materials.

Challenge 1. Terminology

- Easy-to-Read
- Easy Reading
- Easy Language
- Plain Language
- Simple (English)
- Basic (English)
- Learning/Special English
- Globish
- Clear communication
- Clear writing

EASIT research

Easy-to-Read	Plain Language
Lectura fàcil	Llenguatge Planer
Leichte Sprache	Einfache Sprache
Lectura fácil	Lenguaje llano/ lenguaje claro
Lingua facile da leggere e da capire	Plain Language / Semplificazione lingüística/ linguaggio chiaro
Letura doada	Linguaxe sinxela
Lahko branje	Preprost jezik
Lättläst språk	Klarspråk

IELD 2021 (paper titles)

Easy language

Easy German/German Easy Language

Simple Russian

Easy to read language / materials

easy-to-read validators

Easy-to-Understand language ("Leichte Sprache")

Plain language

Easy read texts

The EASIT approach (2018)

“easy-to-understand language”, which includes different levels of simplification

Maass talks about a continuum of “easy-to understand languages”, ranging from Easy Language (Easy-to-Read) to Plain Language

Do we need an umbrella term for this language variety?

Challenge 2. Website

Multilingual

Easy to understand

Multimodal

pagines.uab.cat/easit



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[Partners ▾](#)

[Advisors](#)

[Results ▾](#)

[Events ▾](#)

[Contact](#)

[Videos](#)

[News](#)

[Courses](#)

[Dissemination](#)

▶ 0:00 / 0:00



EASIT is a project on making information **easy to understand**.

You can make information easy to understand

using Easy-to-Read language

and Plain Language.

EASIT is the short form for **E**asy **A**ccess for **S**ocial **I**nclusion **T**raining.

The project started on 1 September 2018

and will finish on 31 August 2021.



SERVICIO ESPAÑOL PARA LA
INTERNACIONALIZACIÓN DE LA EDUCACIÓN

Co-funded by the
Erasmus+ Programme
of the European Union



[Disclaimer](#)

Event 6

to be held online

on 14 June 2021.

The EASIT project will produce results.

The results are called **outputs**.

These outputs are very important for the project.

They can be many different things.

For example, outputs can be:

- documents
- videos
- learning materials

The partners of the project create the outputs.

Everybody can use the outputs.

The outputs are for free.

There are 6 outputs in the EASIT project:

- [Practice and training](#)
- [Recommendations for audio-visual information](#)
- [What experts must know](#)
- [What experts must study](#)
- [Teaching materials](#)
- [Certification](#)

Data policy

If you contact us,

Anna Matamala will keep your **personal data**

to inform you about the EASIT project.

Personal data is your name and your e-mail address.

We will not give your personal data

to other people, companies or organisations.

You can ask us:

- for a copy of your personal data
- to delete your personal data
- to change your personal data

If you have any complaints,

you can contact the [Catalan Authority for Data Protection](#).

The EASIT website belongs to Universitat Autònoma de Barcelona.

If you have any questions,

you can email the person

in charge of personal data at Universitat Autònoma de Barcelona.



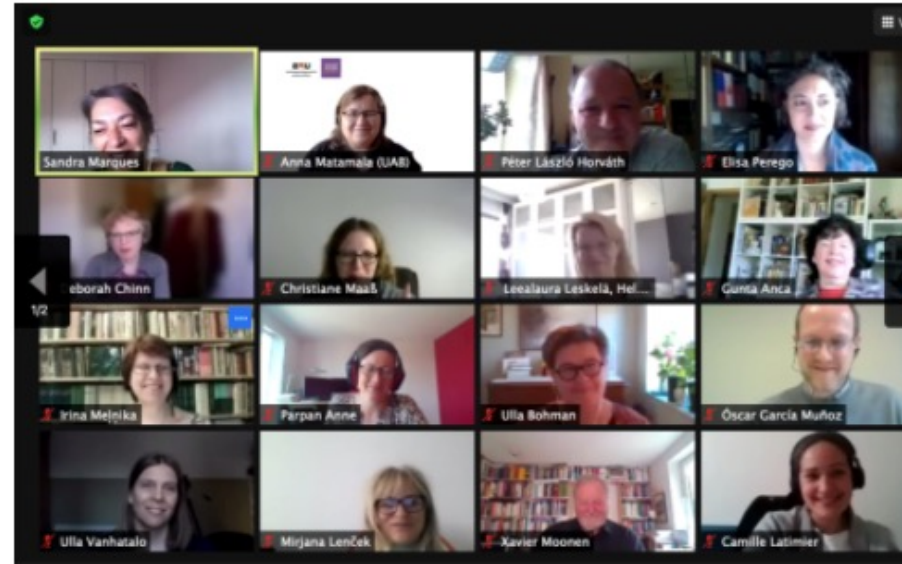
The e-mail is: proteccio.dades@uab.cat

You can also find more information on this [website](#).

This website explains how we protect your personal data.

Book on Easy Language in Europe

Date: Mon, 19/04/2021 - 12:15



A book on Easy Language in Europe
will be published soon.

Different EASIT partner
and Advisory Board members
took part today in a meeting
with the authors of the book.

Challenge 3. What is the situation in Europe?

- Online questionnaire (PL, 7 languages) for:
 - trainers,
 - producers/creators/writers,
 - translators/adapters, and
 - validators/advisors.
- Work led by University of Trieste (Elisa Perego).

128

74% females

41-60 years old

66% BA/MA

44% trainers

41% translators

39% writers

26% NGO

22% volunteers

45% part-time

56% ER

26% ER and PL

84% printed

63% digital

13%
AV/interpreting

Public
administration,
education, culture
and media

59% one-off
workshops

42% in-house

93% printed

65% digital
content

40% based on
language specific
guidelines

Needed skills: grammar, design and layout,
vocabulary, clear organisation, multimodality.

Results

- Report led by UNITS (Elisa Perego):
<https://ddd.uab.cat/record/203967>
- Perego, Elisa (2020). *Accessible Communication: A cross-country journey*. Frank & Timme.

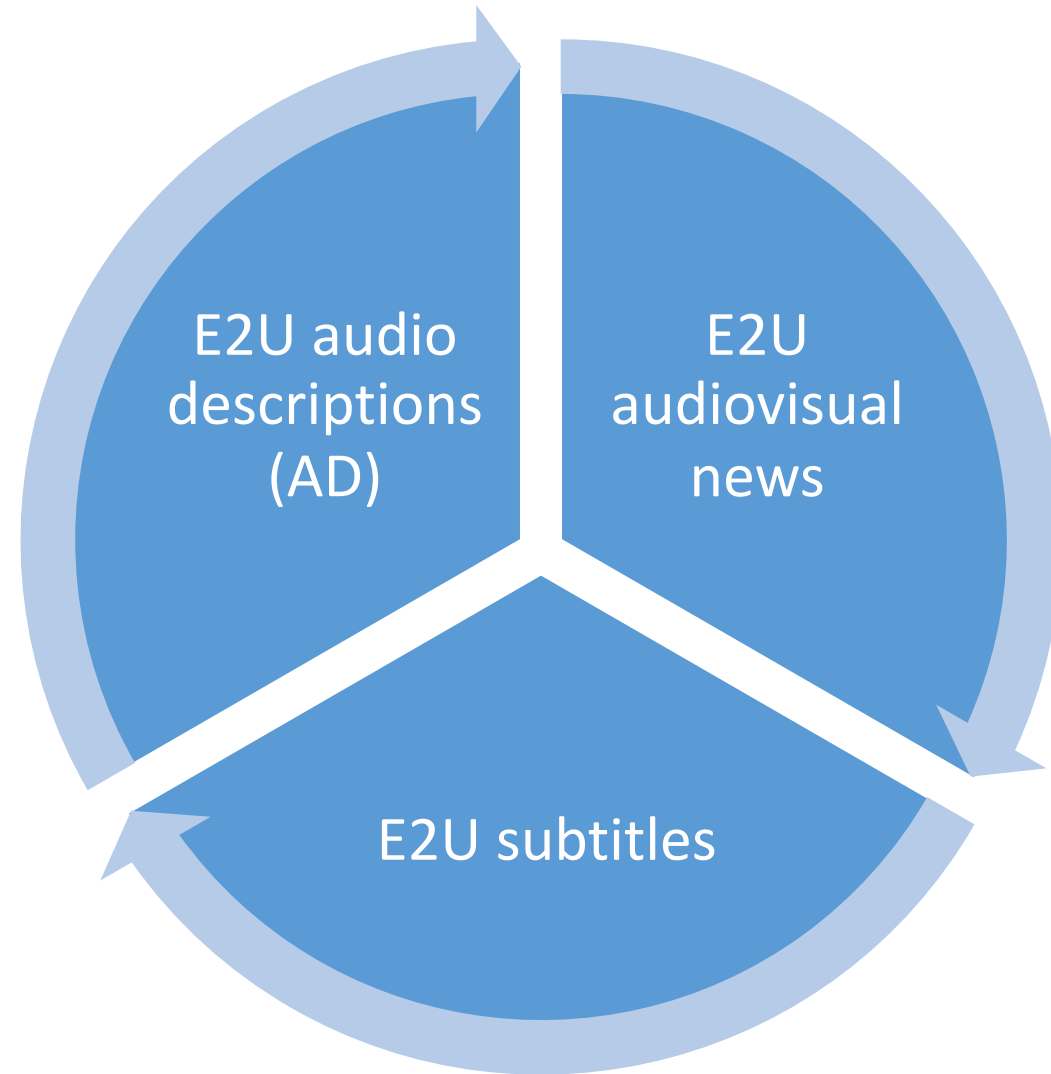
Conclusion

- Broad (but still incomplete) overview of easy-to-understand language in Europe.
- Importance of networks and sharing.
- C. Lindholm & U. Vantahalo (eds.). *Handbook of Easy Languages in Europe*. Frank & Timme.

Conclusion

- Audiovisual content (search for “audiovisual” in the report):
 - “the audiovisual sector still lacks experts in E2U”
 - some audiovisual translators work also in the field
 - the audiovisual format (including interpreting) is mentioned by 13% of participants
 - the audiovisual format is addressed in training (12%)

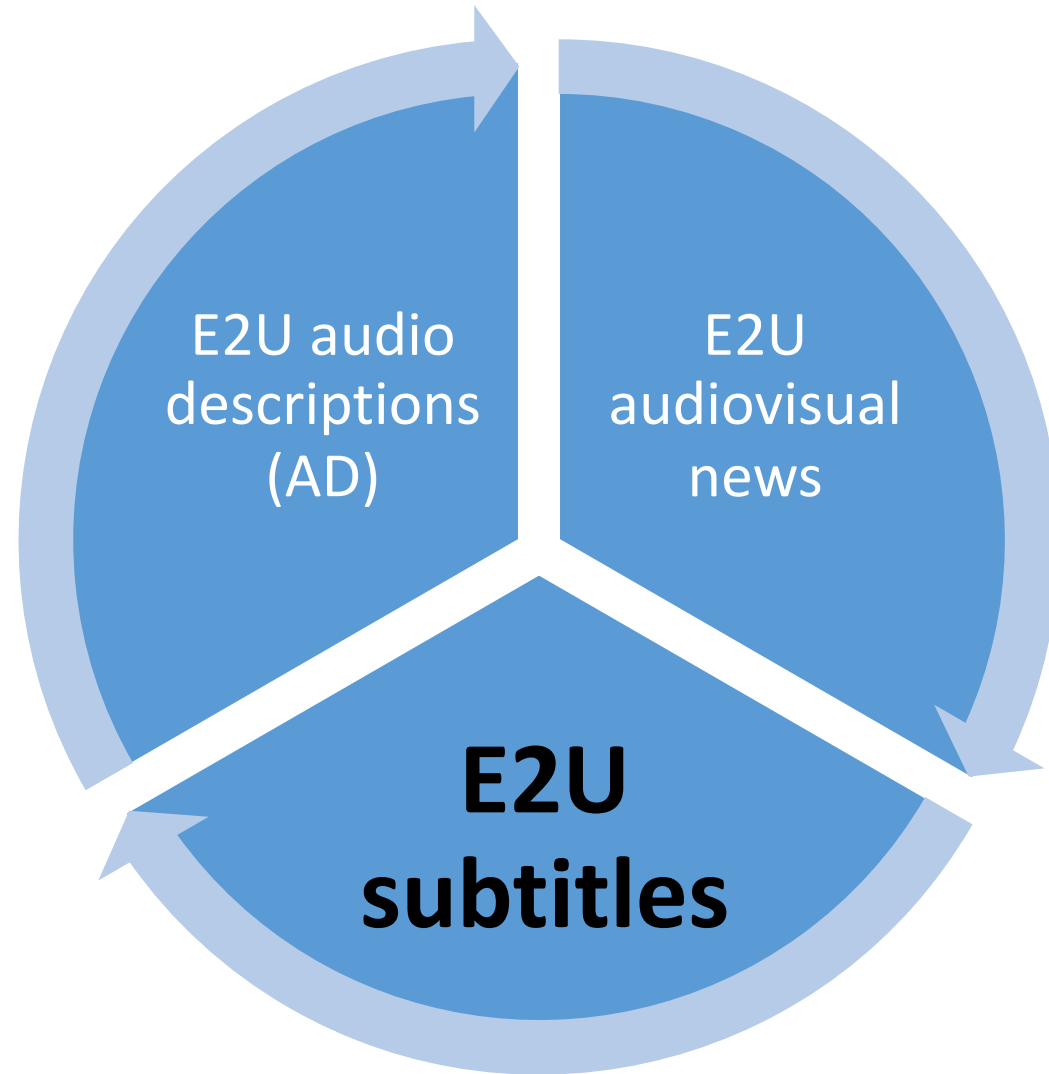
EASIT focus



Challenge 4. Is it at all possible?

- 23 interviews and 4 focus groups. Total: 41 persons.
 - Is E2U audiovisual content needed?
 - Applicable genres?
 - How to implement it?
 - Skills of the new expert?
 - Quality assurance?
 - Terminology?
- Knowledge transferred into the EASIT videos.
- Work led by SDI (Rocío Bernabé-Caro).

EASIT focus



E2U subtitles: results

- Subtitles already follow simplification rules.
- What about existing rules?
- What about reading speed and line lengths? Impact on synchrony and acceptability.

E2U subtitles: results

- Inclusion Europe:
 - Subtitles should follow the standards for written information: easy to read, larger writing than usual.
 - Viewers should have enough time to read the subtitles.
 - Subtitles should be on the screen as long as possible.
 - Strong contrast between subtitles and the background.
 - In the same position throughout the video.
 - Possibility to hide them.
 - Document with all the text.

E2U subtitles: results

- Multimodality, interaction, and customisation.
- Genres: educational and informative.
- Skills: accessibility, linguistic, IT, personal skills, subtitling-related skills.

E2U subtitles: results

- Opening new possibilities.
- Evaluation during creation and after.
- Not an established name for this new professional profile.

Hildesheim Event example



https://www.youtube.com/watch?v=do_n0Ikdzsg&list=PLZttiMCeHvvubCQ4SBDX2DT-SddYxA-S9&index=27&t=1s

ImAc example



Figure 1. SDH Subtitles

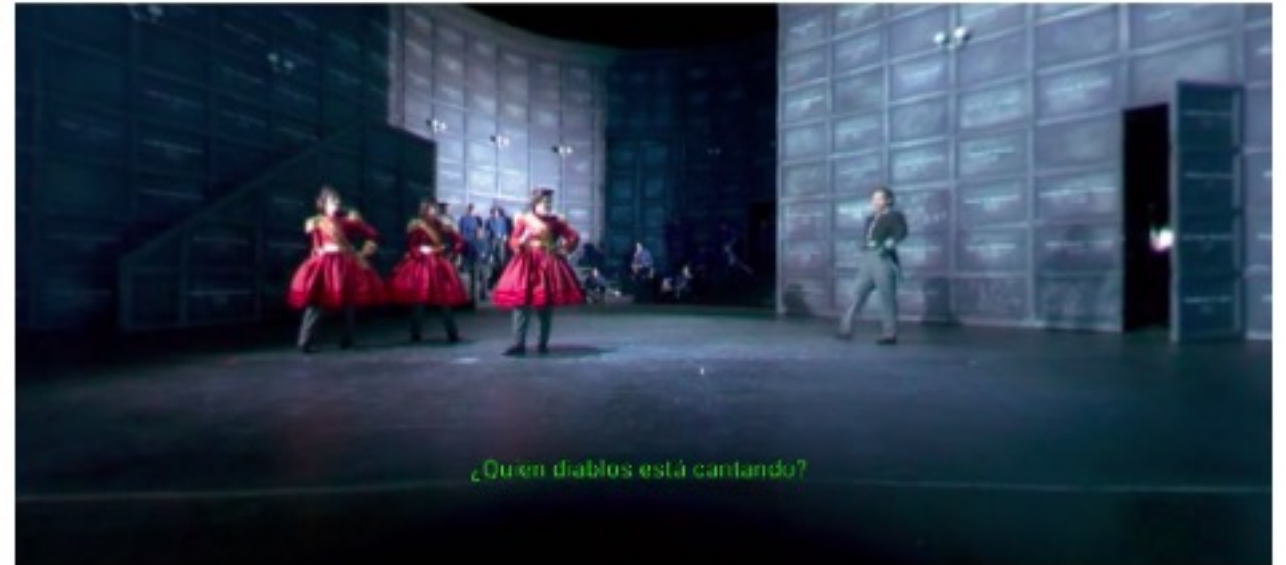


Figure 2. E2R Subtitles

<https://www.e-revistas.uji.es/index.php/monti/article/view/4455/3778> (Oncins, Bernabé et al. report on a pilot test)

E2R subtitles

- Subtitles following Inclusion Europe by Bernabé-Caro.
- Validated by users at Plena Inclusión (see video by SDI <https://www.youtube.com/watch?v=FwkYOe0xFhk>)
- Simplified vocabulary.
- Extralinguistic information removed.
- Exposition time and colours kept.

Results

- Pilot + main test (36 participants in Spain) by Oncins.
- 19 female, 17 male, 62-79 (mean age = 69.4)

	General presence	Spatial presence	Involvement	Experienced realism
E2R	4.71	4.91	4.26	3.90
SDH	4.74	3.87	4.41	3.90

Preference	E2R	SDH	Both
	52.8%	44.4%	2.8%

Source: D.5.4 IMAC

E2U subtitles: examples

EASIT video by SDI:

<https://www.youtube.com/watch?v=UzsmHxkpEn0>

EASIT video by RTVSLO:

https://www.youtube.com/watch?v=jd8aoNL_IgU

E2U subtitles: examples

- Lower bottom, solid-black background, 2 lines, 32 characters per line.
- Colours for speakers, good contrast, Verdana size, left alignment, 12 cps (average: 10.5 cps)
- Simple sentence, S-V-O order, active voice, common and concrete vocabulary.
- One sentence = one idea (reduction/synchrony).

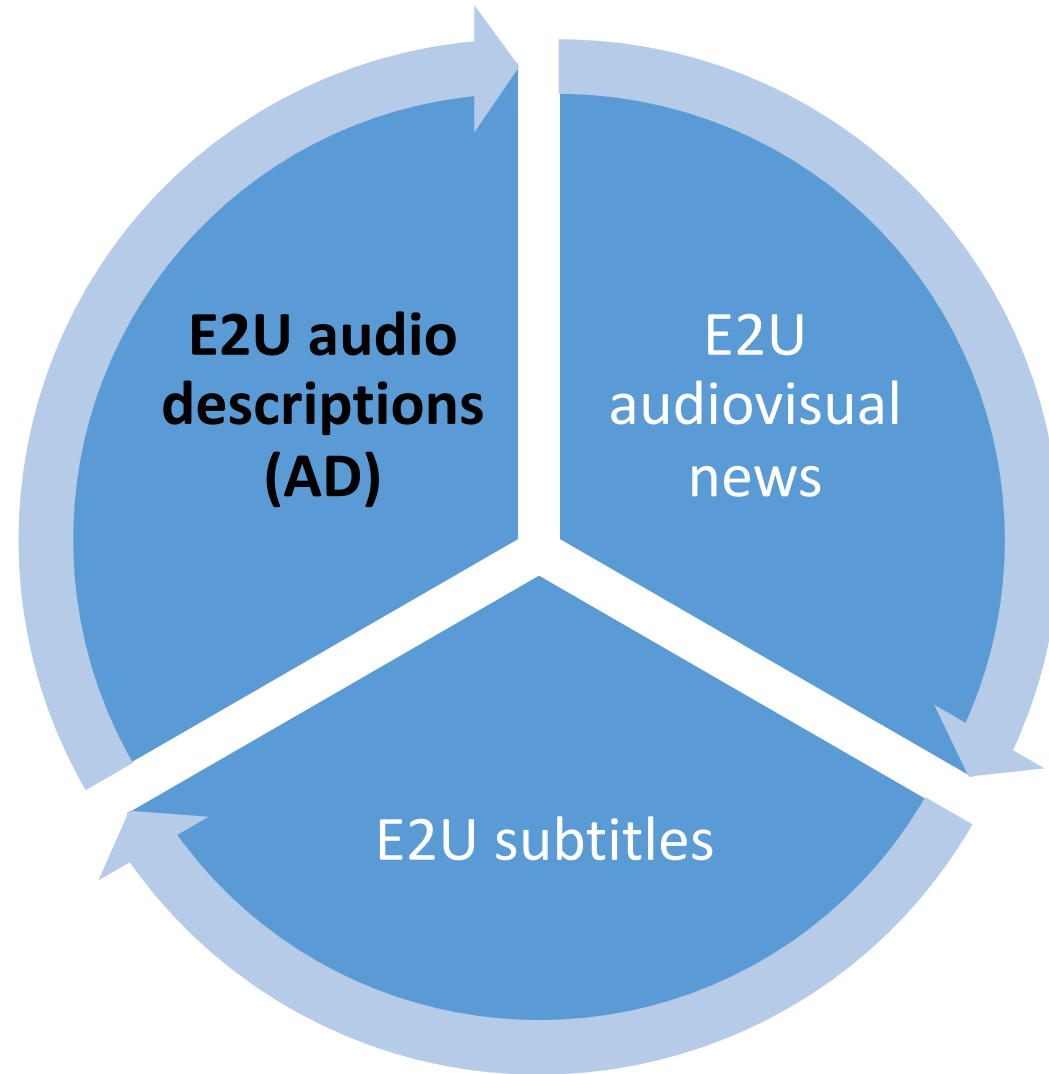
E2U subtitles: examples

Carlo Eugeni:

- Verbatim live subtitling are not always understood
- Sensatim live subtitling
 - Plain language, text reduction
 - Block subtitles, left aligned
 - This also makes machine translation easier into other languages

https://www.youtube.com/watch?v=06vnk9x_0-I

EASIT focus



E2U audio descriptions: results

- Space constraints.
- Standard AD vs simplified AD (adaptation on streaming).
- Genres: feasibility?
- Audio guides with additional information (extended AD).

E2U audio descriptions: results

- Skills: linguistic, personal, AD-related, IT.
- Validation by
 - end users and audio describers,
 - by a single person or a group,
 - during and afterwards (surveys, comments, etc.).
- Terminological variation in the name of the expert.

E2U audio descriptions: examples

Examples from Elisa Perego (2020) *Accessible Communication*:

Original AD	Easy English AD
This grand entrance is reserved for when visitors such as HM The Queen attend the cathedral	Only visitors like Her Majesty The Queen use these doors.
The book symbolises the “Word” of God, demonstrating the Cathedra’ls Protestant emphasis on preaching rather tan elaborate ritual.	It is a symbol for the “Word” of God
The Crown is three times life-sized, with golden spheres the size of oranges adorning the outside.	The crown is big. It has golden spheres that decorate the outside.

E2U audio descriptions: examples

EASIT examples and recommendations by UNITS:

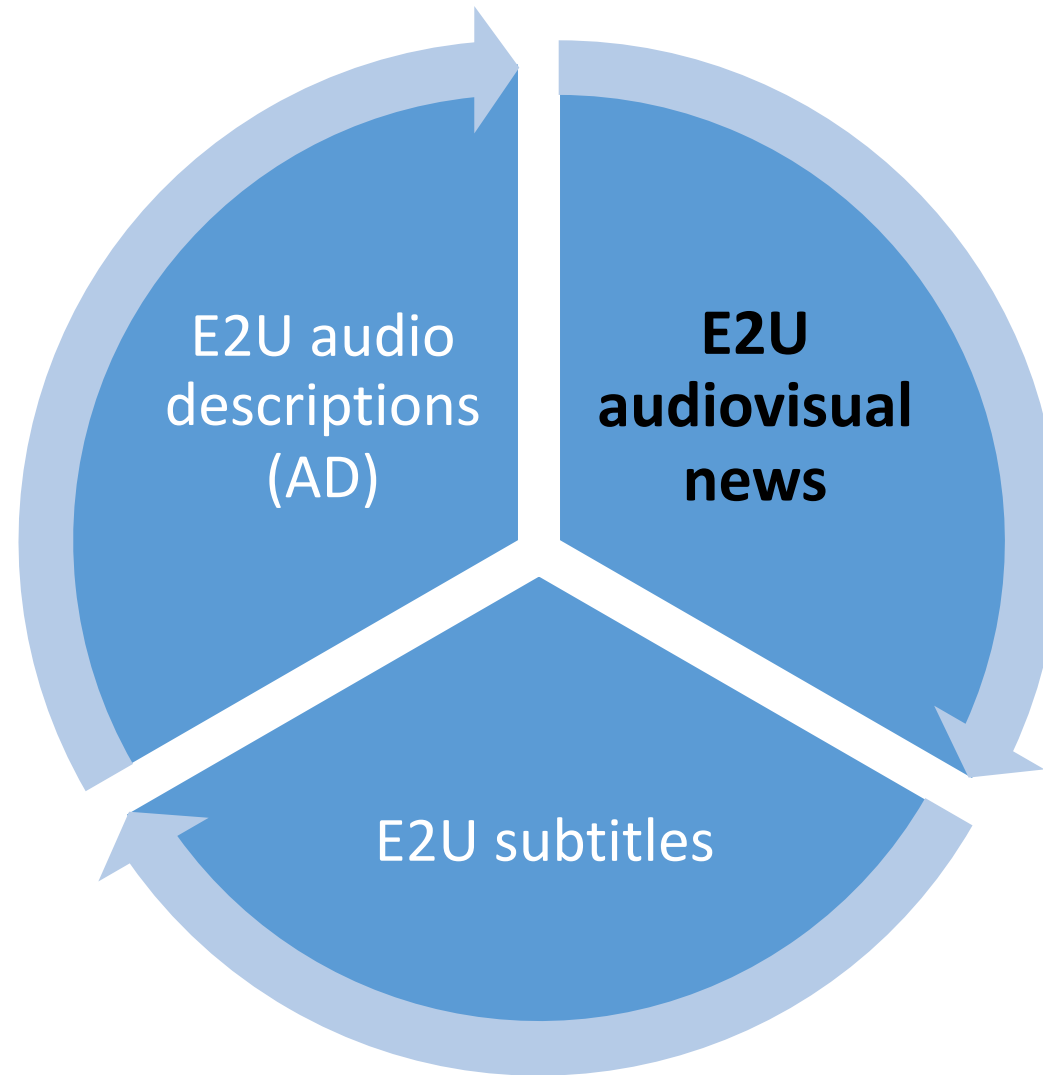
Easy to understand explorations in touch tours:

<https://www.youtube.com/watch?v=69k46USDkzs&feature=youtu.be>

Recommendations:

<https://www.youtube.com/watch?v=o2507tzBi9o&feature=youtu.be>

EASIT focus



E2U audiovisual news: results

- Challenges: news are summarised and previous knowledge is taken for granted.
- E2U news as an alternative to standard news, either in PL or E2R, not both.
- Daily news, most relevant genre, already existent.

E2U audiovisual news: results

- Preferred distribution over the Internet on an easy to find and use platform.
- Skills: linguistic, personal, writing.
- Validation: end user and professionals.
- Name: not established, not needed.

E2U audiovisual news: examples

EASIT examples from ORF Austria by RTVSLO:

<https://www.youtube.com/watch?v=c1LPOowQZYI>

Editing the news:

- Slower cuts
- Fewer pictures
- No pictures in the figurative sense



E2U audiovisual news: examples

Written easy news:

- [NDR](#)
- [Easy News](#)
- [Planeta fácil](#)

With audiovisual content:

- [GN Diario](#)
- [YLE uutiset selkosuomeksi](#) (YLE news in Easy Finnish)
- [SVT news](#)

Results

- Report led by SDI München (Rocío Bernabé-Caro):
<https://ddd.uab.cat/record/204739>
- The report includes recommendations.

More research is needed

- Alba Rodríguez, T. (2014). [Traducción audiovisual accesible a personas con discapacidad intelectual mediante el uso de subtítulos adaptados](#). *Estudios de Traducción*, 4, 199-209.
- Arias-Badia, B., & Fernández-Torné, A. (2020). [El experto en lenguaje fácil de comprender: un nuevo perfil educativo y profesional en el ámbito de la lengua española](#). *MonTI. Monografías de Traducción e Interpretación*, 12, 295-312. [in Spanish]
- Arias-Badia, Blanca; Matamala, Anna (2020) "[Audio description meets Easy-to-Read and Plain Language: results from a questionnaire and a focus group in Catalonia](#)". *Zeitschrift für Katalanistik*, 33, 251-270.
- Bernabé, R. (2020). [Easy audiovisual content for all](#). Universitat Autònoma de Barcelona.
- Bernabé, R., & Cavallo, P. (2021). Easy-to-understand access services: easy subtitles. In C. Stephanidis, & M. Antona (Eds.). *15th International Conference, UAHCI 2021, Held as Part of the 23rd HCI International Conference, HCII 2021, Washington DC, USA, July 24-29, 2021. Lecture Notes in Computer Science*. Springer.
- Bernabé, R., & García, Ó. (2019). [Identifying parameters for creating Easy to Read subtitles](#). *CoMe*, 4(1), 49-70.
- Bernabé, R., & Orero, P. (2019). [Easy to read as multimode accessibility service](#). *Hermeneus*, 21, 53-74.
- Bernabé, R., Orero, P., García, Ó., & Oncins, E. (2020). Validation of easy-to-read-subtitles. In D. Dejica, C. Eugeni, & A. Dejica-Cartis (Eds.). *Translation Studies and Information Technology - New pathways for researchers, teachers and professionals* (pp. 162-175). Editura Politehnica.
- Eugeni, C. (2020). [Diamesic translation and plain language: live subtitling in multilingual institutional settings](#). In D. Dejica, & C. Eugeni (Eds.). *Translation in the digital era*. Editura Politehnica, 19-31.
- Maaß, C., & Hernández Garrido, S. (2020). Easy and Plain Language in audiovisual translation. In S. Hansen-Schirra & C. Maaß (Eds.). *Easy Language research: Text and user perspectives* (pp. 131-161). Frank & Timme.
- Marmit, L. (2021). Integrierte Titel in Leichter Sprache für prälingual Gehörlose. In A. K. Gros, S. Gutermuth, & K. Oster (Eds.). *Leichte Sprache – Empirische und multimodale Perspektiven* (pp. 87-104). Frank & Timme.
- Oncins, E., Bernabé, R., Montagut, M., & Anaiz Urquiza, V. (2020). [Accessible scenic arts and Virtual Reality: A pilot study in user preferences when reading subtitles in immersive environments](#). *MonTI. Monografías de Traducción e Interpretación*, 12, 214-241.
- Perego, E. (2020). [Easy-to-Understand Language. A survey on practice and training in Italy](#). *Lingue e Linguaggi*, 36, 233-254.
- Perego, E. (2020). *Accessible communication: A cross-country journey*. Berlin: Frank & Timme.
- Romero-Fresco, P. (Ed.). (2015). *The Reception of Subtitles for the Deaf and Hard of Hearing in Europe*. Peter Lang.
- Taylor, C. & Perego, E. (2020). New approaches to accessibility and audio description in museum environments. In S. Braun & K. Starr (Eds.) *Innovation in Audio Description Research* (33-55). London: Routledge

Challenge 5. How do we train them?

- **Skills** cards for each of the professional profiles: expert in
 - E2U subtitles
 - E2U audio description
 - E2U audiovisual journalism
- Shared units plus specific content.
- Already trained in subtitling, AD, and journalism.

Report led by UVIGO: <https://ddd.uab.cat/record/213085>

Media Accessibility

- Human diversity
- What is accessibility?
- What is universal design?
What is media accessibility?
- Media accessibility services

Easy-to-Understand

- Understanding E2U
- Legislation, standards and guidelines
- Processes
- Language
- Visual presentation

E2U and

a) Subtitling

b) Audio description

c) Audiovisual journalism

- Processes
- Linguistic aspect
- Technical aspects

Profession

- Personal skills
- Interpersonal skills

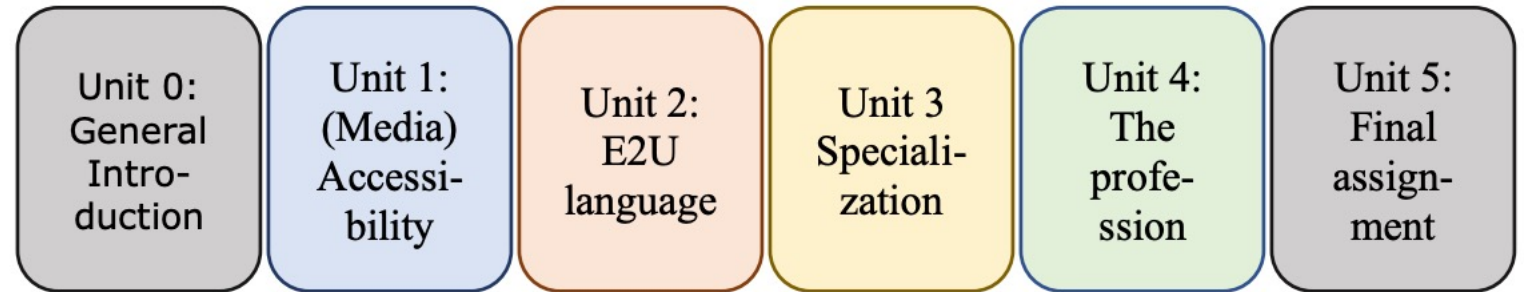
Challenge 5. How do we train them?

- **Course** organisation

- Modular **university** curriculum, 6 months, 30 ECTS.

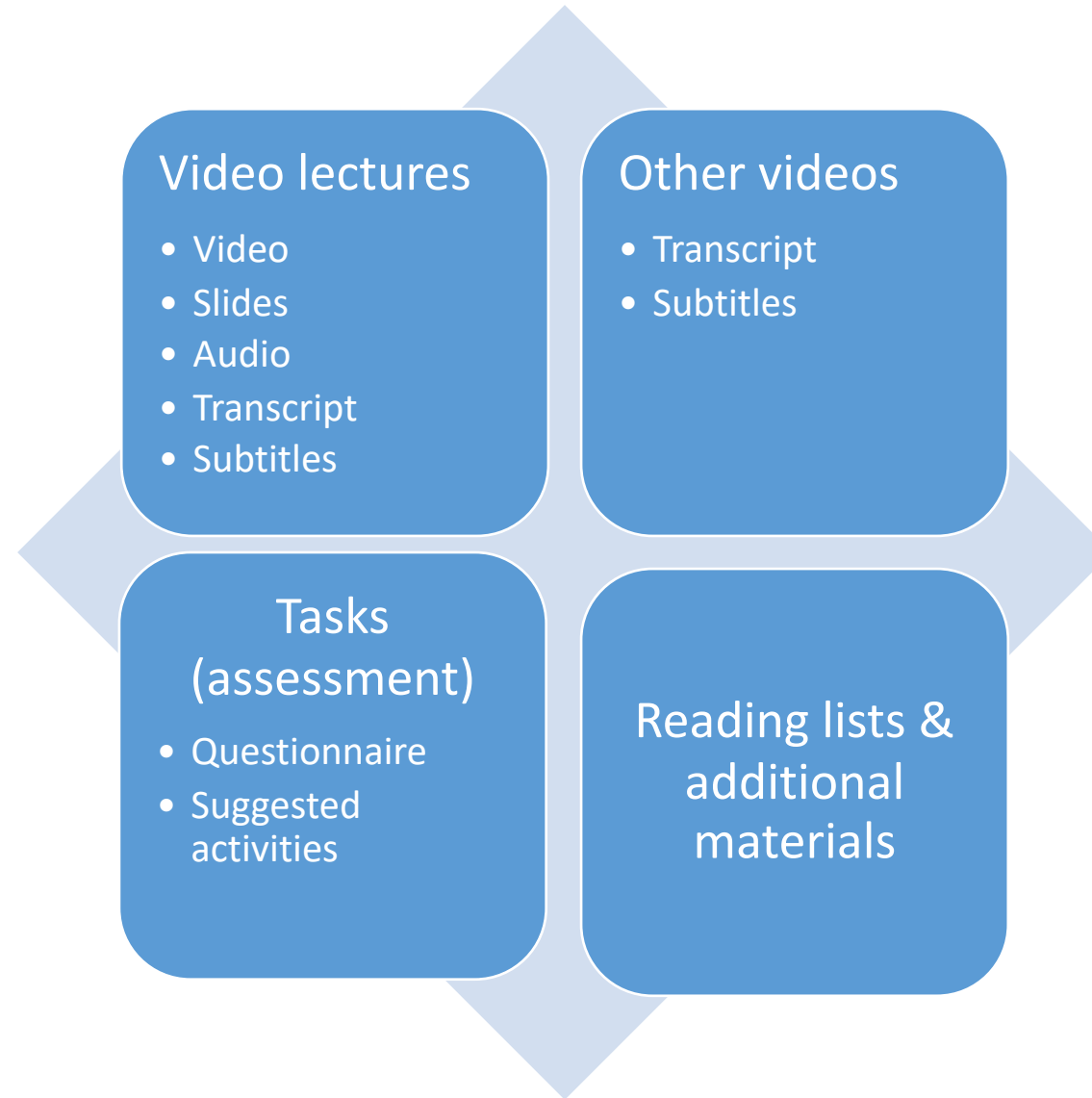
- Vocational training:

MOOC



- Report led by SUH: <https://ddd.uab.cat/record/222184>

Challenge 5. How do we train them?



Results: free online materials (beta)

UNIT 1.
MEDIA ACCESSIBILITY

UNIT 2.
EASY-TO-UNDERSTAND
LANGUAGE

UNIT 3A.
E2U AND SUBTITLING

UNIT 3B.
E2U AND AUDIO DESCRIPTION

UNIT 3C.
E2U AND AUDIOVISUAL
JOURNALISM

UNIT 4.
THE PROFESSION

[Home](#) » Unit 1. Media accessibility

Unit 1. Media accessibility

The EASIT project

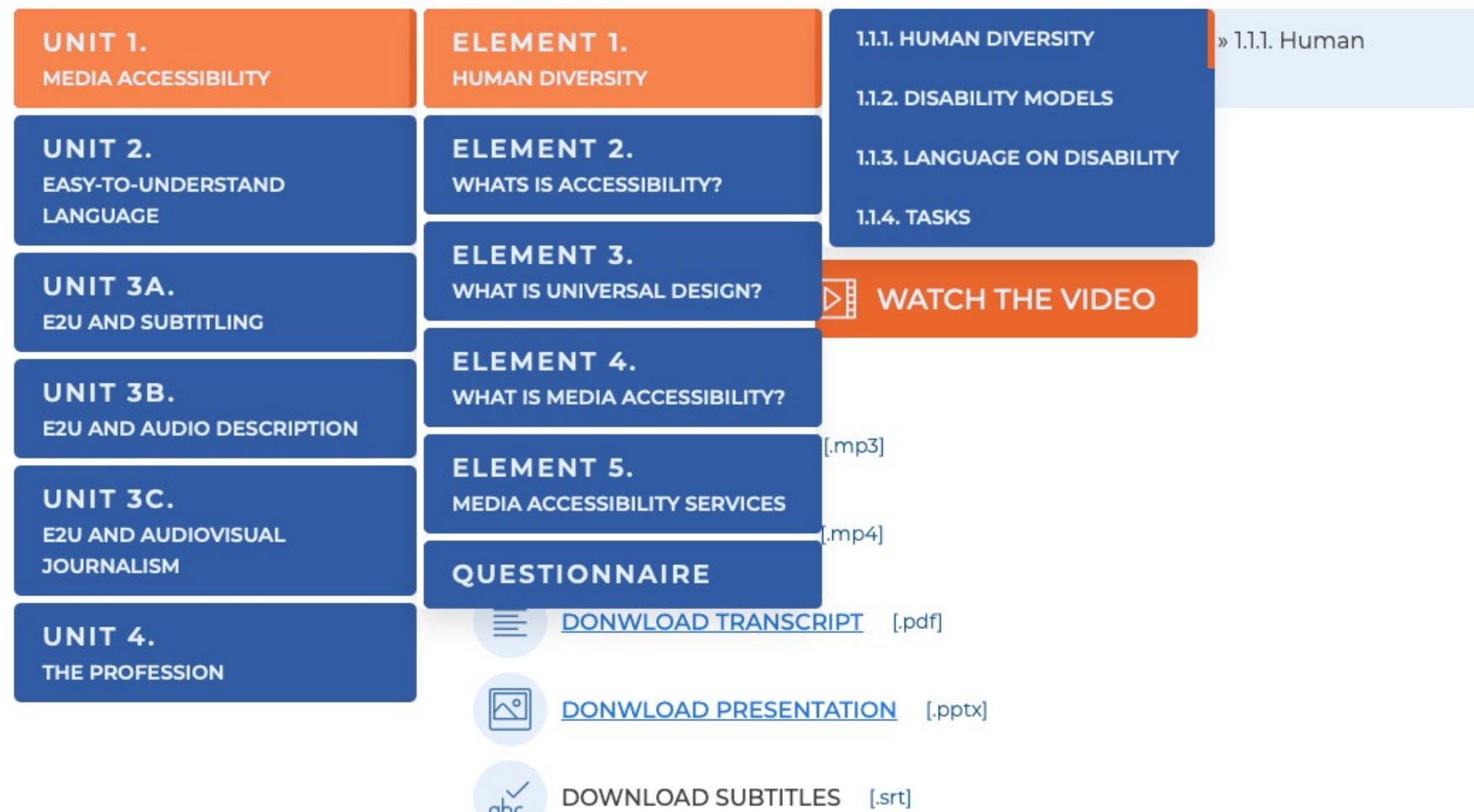


The screenshot shows a video player interface. At the top, there's a header with the 'TRANS MEDIA CATALONIA' logo, the title 'The EASIT project', and icons for a clock and sharing. Below the header, a cartoon pencil character with glasses and a blue shirt is pointing with a stick to a list of three professional profiles. The list is titled 'Output 3' and includes three items, each preceded by a right-pointing arrow. At the bottom of the video frame, there's a black bar with the text 'Mira a' followed by the YouTube logo and the word 'YouTube'.

Output 3
3 professional profiles

- expert on E2U subtitles
- expert on E2U audio description
- expert on E2U audiovisual jour

Mira a  YouTube



UNIT 1.
MEDIA ACCESSIBILITY

UNIT 2.
EASY-TO-UNDERSTAND
LANGUAGE

UNIT 3A.
E2U AND SUBTITLING

UNIT 3B.
E2U AND AUDIO DESCRIPTION

UNIT 3C.
E2U AND AUDIOVISUAL
JOURNALISM

UNIT 4.
THE PROFESSION

[Home](#) » [Unit 1. Media accessibility](#) » [Element 1. Human diversity](#) » 1.1.1. Human diversity

1.1.1. Human diversity



WATCH THE VIDEO



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[DONWLOAD VIDEO](#) [.mp4]



[DONWLOAD TRANSCRIPT](#) [.pdf]



[DONWLOAD PRESENTATION](#) [.pptx]



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Use it... and let us know

Online
specialisation
courses
at UAB:

Accessibility Management
and Promotion: Accessible
Services, Information and
Communication

September

12 weeks, 6 ECTS

Accessible Digital
Communication: Easy-to-
Understand Language

January

12 weeks, 6 ECTS

Some final thoughts

We have gone a long way BUT...

More research is needed (EASIT =educational project)

- Standards
 - UNE 153101:2018 EX Easy to read. Guidelines and recommendations for the elaboration of documents.
 - ISO/IEC CD 23859-1 Guidance on making written text easy to read and easy to understand.
 - ISO/WD 24491-1 Plain language – Part 1: Governing principles and guidelines
- Research to support practices is needed.

We have gone a long way BUT...

- What happens in audio and audiovisual contexts?
- Multimodality, personalisation/customisation.
- New formats and forms.
- The role of the user: evaluation/ validation?
- Accessible content and accessible interaction/access.

Importance of sharing information: networks



Media Accessibility Platform

<http://mapaccess.org>

[ABOUT](#)
[ACCESSOMETER](#)
[RESEARCH](#)
[TRAINING](#)
[MODALITIES](#)
[EVENTS](#)
[NEWS](#)

Welcome to MAP

Welcome to MAP, the Media Accessibility Platform, a unified atlas charting the worldwide landscape of research, policies, training and practices in this field. MAP aims to make media accessible to all, regardless of sensorial and linguistic barriers.

PROJECTS

Personalised content creation for the deaf community in a connected digital single market

Project duration **09/2017-11/2020**

Leading Institution **Fincons Group**

Funding bodies **European Commission**

Modalities **Sign Language Interpreting, Media Accessibility**

LATEST NEWS

14/05/2021 **Launch of the stable release of the Media Accessibility Platform to celebrate GAAD 2021**

11/11/2020 **LEAD-ME Winter Training School 2020**

11/11/2020 **Online free EASIT event**

11/11/2020 **ARSAD programme published**

11/11/2020 **M4ALL 9 programme published**

21/01/2020 **M4ALL and ARSAD 2021 call for papers out**

Su	Mo	Tu	We	Th	Fr	Sa
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

PUBLICATIONS

Reception of game subtitles. An empirical study

Type **Journal article** Year **2016**

Author(s) **Carme Mangiron**

Modalities **Localisation, Subtitling, Subtitling for the Deaf and Hard of Hearing**

TRAINING COURSES

An advanced introduction to interlingual respaking

Course Type **Professional training course** Year **2021**

Institution **Shaping Multilingual Access Through Respeaking Technology (SMART) project**

Modalities **Respeaking**

EVENTS

From access to inclusion

Type **Conference** City **Dublin**

Date **09/03/2021, 16/03/2021, 23/03/2021**

Modalities **Media Accessibility**

Accessometer

The Accessometer provides a world map of the legislation, standards and guidelines on media accessibility organised by countries.

LEGISLATION, STANDARDS AND GUIDELINES

Provision of Access Services Code

Code **BC 01/17**

Type **Guidelines** Year **2017**

Authoring **Gibraltar Regulatory Authority Broadcasting Division**

Country **United Kingdom**

Riktlinjer för undertextning i Sverige

Type **Guidelines** Year **2020**

Authoring **Medietextarna**

Country **Sweden**

EASIT multiplier event

<http://pagines.uab.cat/easit/>

Free online Multiplier Event
14 June 2021

facebook

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Disclaimer

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IELD 2021, 27 May 2021

Easy-to-understand language beyond the written wor(l)d: the challenges of making audiovisual media easy to understand

Anna Matamala

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